

**GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA**

UNSTARRED QUESTION NO:6319

ANSWERED ON:12.04.2017

Advertisement Rates

Meinya Dr. Thokchom

Will the Minister of RAILWAYS be pleased to state:

- (a) whether the advertisement rates for the private and Government agencies are different in Railways; and
- (b) if so, the details thereof and the reasons therefor?

Answer

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS
(SHRI RAJEN GOHAIN)

(a)&(b): No, Madam. Advertisement rates for private and Government agencies are the same in Railways. However, Ministries /Departments/ Public Sector Undertakings of Central /State Governments may be offered media space for advertisements on contract basis, without participating in the open Tender, for advertising assets, tenders for which had failed at least twice. Advertising assets, which have not been tendered in the past or are newly created, can also be given to Ministries/Departments/Public Sector Undertakings without tender, after fixation of appropriate reserve price.
